

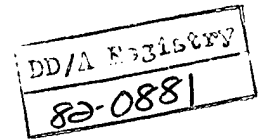
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March 30, 1982

Mr. Harry Fitzwater, Administrative
Deputy Director
Central Intelligence Agency
Washington, DC 20505

DD/A REGISTRY
FILE ~~BB~~ 100-20

Dear Mr. Fitzwater:

You are invited to join a select group of Chief Executive Officers and Executives on Monday April 19, 1982, for an Executive Briefing at

The Sheraton Carlton
923 16th Street, N.W.
Washington, D.C. 20006
(202) 638-2626

Breakfast at 8:30 AM
Briefing 9:00 AM - 11:00 AM

Mr. Jack Kelly, one of AMA's Planning Process Directors will discuss...

THE AMA STRATEGIC TEAM PLANNING PROCESS CAPABILITY,

specifically, The AMA Strategic Team Planning Process, The AMA Human Resources Team Planning Process and The AMA Marketing Team Planning Process.

This is the team approach to strategic business planning that has been used with great success in the past sixteen years by more than 600 organizations in business, industry, government and not-for-profit sector.

If you are considering formal planning using practical methods and controls for today's conditions or if your present program is not producing the results you would like, be our guest at...

82-0881

Strategic Team Planning Process

The Team approach to Strategic Planning is the most effective way to direct an organization and obtain commitment to the plan throughout the organization. The Chief Executive and the top team set the course, led by an AMA Planning Process Director. The planning director is the catalyst and coordinator who guides your management team through the planning process step by step. The Chief Executive and the management team make the decisions in the planning process. This system of logic can be applied to any organization. Those who are failing today did not plan to fail, they did not plan or did not plan well.

American Management Associations
Mid-Atlantic Regional Management Center

1800 K Street, N.W., Suite 1120
Washington, D.C. 20006 (800) 424-2826
(202) 223-5856

Human Resources Team Planning Process

The typical business plan deals primarily with new and different services, products and markets. Often the people aspect is overlooked. This program complements the overall Strategic Plan. The Human Resources Planning Process emphasizes ways to improve productivity and utilization of your people, both in times of growth and in the critical times of cut backs. It ensures the development of experienced, capable managers. It shows in a planned manner how to develop your most important resource--people. People cost make up the largest cost to an organization, usually up to 85% of all operating costs, depending on the type of business. The Human Resources Plan is vital to bottom line performance, in both the public and private sectors.

Marketing Team Planning Process

The Marketing Team Planning Process applies the same system of logic to one specific business function--marketing. The program pools the best resources in your organization to focus on marketing strategy and its implementation. The process strengthens your ability to compete profitably. Marketing Team Planning Process assumes that functional managers--marketing and nonmarketing--are all pointed in the same direction.

See how AMA's Team Planning Process can produce a better climate for success in your organization and

- ...utilize your human and physical resources to their fullest,
- ...guide the direction of your organization, even in changing and unsure times,
- ...establish short term, immediate and long term objectives with strategies to obtain them,
- ...build a plan for success that will work in your organization.

If you'd like to know more about this very effective approach to Strategic Planning, plan to attend our briefing. To reserve your place, as our guest, complete the enclosed RSVP form, or call AMA's Mid-Atlantic Management Center, (202) 223-5856 before April 15, 1982.

We look forward to seeing you there.

Sincerely, .

District Manager

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AMENDED - 4/7/82

R S V P

To ensure your reservation, please send this form to:

American Management Associations
Mid-Atlantic Regional Management Center
1800 K Street, N.W., Suite 1120
Washington, D.C. 20006

ATTN: Mr. William Boyd, Jr.

Please reserve a place for me.

☒ Please reserve a place for me at AMA's CPI Briefing

☐ I am unable to attend, but would like to receive further information.

☐ Please contact for onsite presentation.

NAME: Harry E. Fitzwater

TITLE: Deputy Director for Administration

ORGANIZATION: Central Intelligence Agency

ADDRESS: _____

CITY/STATE: Washington, DC 20505

TELEPHONE: (703) 351-5454

GUESTS: Planning Officer

Thank you.